



# Fall 2011

*The*  
Princeton  
Review®



# The Princeton Review Promotional Calendar

Plan Princeton Review promotions around sales peaks throughout the year

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>College Test Prep</b>												
AP			AP					AP				
SAT		SAT						SAT				
ACT				ACT		ACT			ACT			
SAT Subjects				SAT SUBJECTS						SAT SUBJECTS		
<b>Graduate Test Prep</b>												
GRE								GRE				GRE
GMAT												GMAT
LSAT									LSAT			LSAT
MCAT									MCAT			MCAT
GRE Subjects										GRE SUBJECTS		
<b>Admissions</b>												
College										COLLEGE ADMISSIONS		
Graduate											GRADUATE ADMISSIONS	GRADUATE ADMISSIONS

## Quick Test Reference

TEST	TEST DATES	PAPER OR COMPUTER
AP	MAY	PAPER
SAT	JAN, MAR, MAY, JUNE, OCT, NOV, DEC	PAPER
ACT	FEB, APR, JUN, SEPT, OCT, DEC	PAPER
SAT Subjects	JAN, MAY, JUN, OCT, NOV, DEC	PAPER
GRE	YEAR ROUND	COMPUTER
GMAT	YEAR ROUND	COMPUTER
LSAT	FEB, JUN, OCT, DEC	PAPER
MCAT	JAN, APR, MAY, JUNE, AUG, SEPT	COMPUTER
GRE Subjects	OCT, NOV, DEC	PAPER

## Key Admissions Dates

<b>Admissions</b>		COLLEGE	GRADUATE
	Applications Due: December/January Acceptance Letters: May/April Decisions and Deposits Due: May 1		
	Deadlines vary by program. Most applications are submitted by January 1 with acceptance letters in early Spring.		

Dear Booksellers,

Twenty-five years ago in 1986, Random House published an SAT guide by a young, upstart test-prep company called The Princeton Review. It offered revolutionary new techniques for “cracking” the test and became a sensation, making the *New York Times* bestseller list. To this day, it remains the only test-prep guide to have done so.


In 2011 we celebrate 25 years of helping tens of millions of students and their families navigate the important and intimidating world of tests, college admissions, and financial aid.

This spring we will begin rolling out a new and dramatically different look and feel for our Princeton Review book line. It seeks to modernize our message to students and relate to them in a way that we are confident will strengthen our privileged position as the most-trusted brand in test-prep and admissions.

At the same time, The Princeton Review will employ this same new look in all of their advertising, online programs, and every other form of outreach. This new level of coordination and unity between our books and other Princeton Review activities will make the underlying brand strength that propels our books even better.

Without the tremendous support of the bookselling community over the years, we could never have achieved this success, and so we thank you for getting behind Princeton Review books right from the beginning.

Here's to much more success in 2011 and beyond!

A handwritten signature in black ink, appearing to read "Tom Russell".

Tom Russell  
VP, Publisher

# Top-Selling AP Titles are In Demand for Back-to-School

## Marketing Campaign

- Back-to-school print advertising in *Independent School* and *Home Education* magazines
- E-mail blast to AP teacher list
- Promotion through NextStepsMagazine.com
- E-mail outreach to high school teachers
- Promotion through academic conferences
- 12-copy floor display available

### 12-Copy Mixed AP Floor Display

ISBN: 978-0-307-96314-7  
 On Sale: 9/6/2011  
 Includes 3 copies each of *Cracking the AP Biology*, *Chemistry*, *Calculus AB & BC*, and *U.S. History*  
 Base dimensions: 18-7/8 w x 41-1/2 h x 16-1/4 d  
 Price: \$230.88/\$257.88 Can.



## Featured AP Products

ISBN	TITLE	PRICE USA/CAN
<b>NEW</b> 978-0-375-42725-1	Cracking the AP Biology Exam, 2012 Edition	\$18.99/\$20.99 Can.
<b>NEW</b> 978-0-375-42720-6	Cracking the AP Calculus AB & BC Exams, 2012 Edition	\$19.99/\$22.99 Can.
<b>NEW</b> 978-0-375-42721-3	Cracking the AP Chemistry Exam, 2012 Edition	\$18.99/\$20.99 Can.
<b>NEW</b> 978-0-375-42726-8	Cracking the AP Economics Macro & Micro Exams, 2012 Edition	\$18.00/\$20.00 Can.
<b>NEW</b> 978-0-375-42727-5	Cracking the AP English Language & Composition Exam, 2012 Edition	\$18.00/\$20.00 Can.
<b>NEW</b> 978-0-375-42728-2	Cracking the AP English Literature & Composition Exam, 2012 Edition	\$18.00/\$20.00 Can.
<b>NEW</b> 978-0-375-42729-9	Cracking the AP Environmental Science Exam, 2012 Edition	\$18.99/\$20.99 Can.
<b>NEW</b> 978-0-375-42722-0	Cracking the AP European History Exam, 2012 Edition	\$18.99/\$20.99 Can.
<b>NEW</b> 978-0-375-42730-5	Cracking the AP Human Geography Exam, 2012 Edition	\$18.00/\$20.00 Can.
<b>NEW</b> 978-0-375-42731-2	Cracking the AP Physics B Exam, 2012 Edition	\$18.99/\$20.99 Can.
<b>NEW</b> 978-0-375-42732-9	Cracking the AP Physics C Exam, 2012 Edition	\$18.99/\$20.99 Can.
<b>NEW</b> 978-0-375-42733-6	Cracking the AP Psychology Exam, 2012 Edition	\$18.00/\$20.00 Can.
<b>NEW</b> 978-0-375-42734-3	Cracking the AP Spanish Exam with Audio CD, 2012 Edition	\$24.99/\$27.99 Can.
<b>NEW</b> 978-0-375-42735-0	Cracking the AP Statistics Exam, 2012 Edition	\$19.99/\$22.99 Can.
<b>NEW</b> 978-0-375-42736-7	Cracking the AP U.S. Government & Politics Exam, 2012 Edition	\$18.99/\$20.99 Can.
<b>NEW</b> 978-0-375-42723-7	Cracking the AP U.S. History Exam, 2012 Edition	\$18.99/\$20.99 Can.
<b>NEW</b> 978-0-375-42724-4	Cracking the AP World History Exam, 2012 Edition	\$18.99/\$20.99 Can.
978-0-375-42803-6	Essential AP Biology (flashcards)	\$18.99/\$20.99 Can.
978-0-375-42801-2	Essential AP Psychology (flashcards)	\$18.99/\$20.99 Can.
978-0-375-42804-3	Essential AP U.S. Government & Politics (flashcards)	\$18.99/\$20.99 Can.
978-0-375-42800-5	Essential AP U.S. History (flashcards)	\$18.99/\$20.99 Can.
978-0-375-42802-9	Essential AP World History (flashcards)	\$18.99/\$20.99 Can.

For all of The Princeton Review's products, please refer to the complete title list in the back of this catalog.

# ACT and SAT Sales Jump-Start in Summer and Stay Strong Into Fall

**FALL SALES PEAK:  
AUGUST-SEPTEMBER**

## Marketing Campaign

- Online advertising for the Cracking the SAT Facebook App
- Online “study break” banner advertising on popular teen sites
- Print ad in *Home Education* magazine
- Print ad in *Teen Ink* with TPR library giveaway
- Google Search advertising campaign
- Feature in Guidance Counselor e-newsletter
- Promotion through college planning site, NextStepsMagazine.com
- E-mail outreach to high school teachers
- Promotion through academic conferences
- 12-copy floor display available

Full campaign runs from July–October; please see Summer 2011 catalog for earlier plans

**12-Copy ACT/SAT Floor Display**  
 ISBN: 978-0-307-96315-4  
 On Sale: 6/7/2011  
 Includes 6 copies each of *Cracking the ACT with DVD, 2011 Edition* and *Cracking the SAT with DVD, 2012 Edition*  
 Base dimensions: 18-7/8 w x 41-1/2 h x 16-1/4 d  
 Price: \$401.88/\$467.88 Can.



## Featured SAT/ACT Products

ISBN	TITLE	PRICE USA/CAN
978-0-375-42970-5	1,296 ACT Practice Questions, 2nd Edition	\$19.99/\$22.99 Can.
978-0-375-42837-1	11 Practice Tests for the SAT and PSAT, 2012 Edition	\$22.99/\$25.99 Can.
978-0-375-42924-8	ACT or SAT?	\$15.99/\$19.99 Can.
<b>NEW</b> 978-0-375-42745-9	Cracking the ACT with DVD, 2012 Edition	\$31.99/\$36.99 Can.
<b>NEW</b> 978-0-375-42744-2	Cracking the ACT, 2012 Edition	\$19.99/\$22.99 Can.
978-0-375-42806-7	Essential ACT (flashcards)	\$17.99/\$19.99 Can.
978-0-375-42807-4	English and Reading Workout for the ACT	\$16.99/\$18.99 Can.
978-0-375-42808-1	Math and Science Workout for the ACT	\$16.99/\$18.99 Can.
978-0-375-42830-2	Cracking the SAT with DVD, 2012 Edition	\$34.99/\$40.99 Can.
978-0-375-42829-6	Cracking the SAT, 2012 Edition	\$21.99/\$24.99 Can.
978-0-375-42964-4	Essential SAT Vocabulary (flashcards)	\$16.99/\$21.99 Can.
978-0-375-42833-2	Math Workout for the SAT, 3rd Edition	\$16.99/\$18.99 Can.
978-0-375-42832-6	Reading and Writing Workout for the SAT, 2nd Edition	\$16.99/\$18.99 Can.

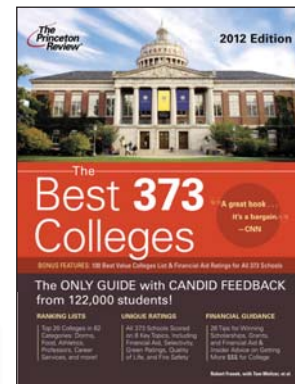
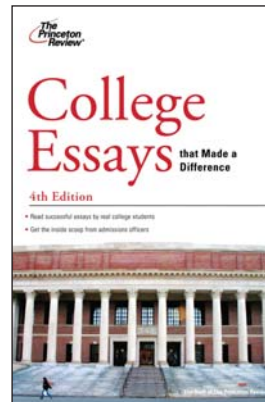
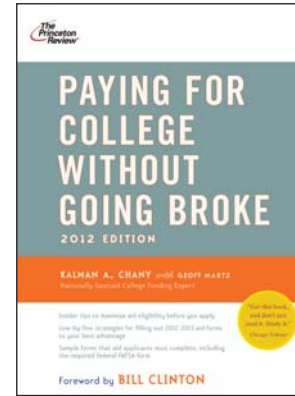
For all of The Princeton Review's ACT/SAT products, please refer to the complete title list in the back of this catalog.

# College Planning Continues with a New Back-to-School Season

## Marketing Campaign

- Online advertising campaign on About.com
- Print advertising in *Family Times* and *Home Education* magazines
- Feature in Guidance Counselor e-newsletter
- Feature in Princeton Review undergraduate outreach
- Promotion through Princeton Review Twitter/Facebook pages
- Promotion on NextStepsMagazine.com
- Promotion at academic conferences
- College planning sheltalker available: 978-0-307-44296-3
- Window cling available: 978-0-307-44312-0

Full campaign runs from July–October; please see Summer 2011 catalog for earlier plans



Shelftalker

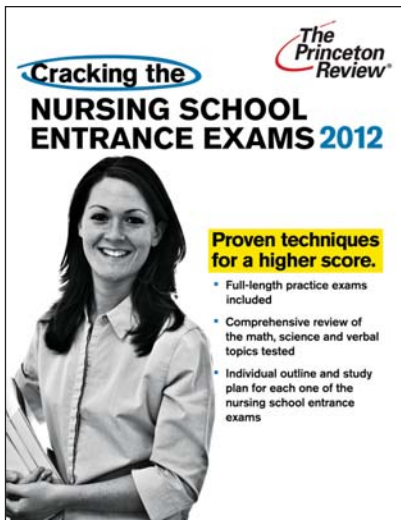


Window Cling

## Featured College Planning and Admissions Guides

ISBN	TITLE	PRICE USA/CAN
978-0-375-42785-5	College Essays that Made a Difference, 4th Edition	\$13.99/\$16.99 Can.
<b>NEW</b> 978-0-375-42741-1	Paying for College Without Going Broke, 2012 Edition	\$20.00/\$23.00 Can.
978-0-375-42936-1	Portable Guidance Counselor	\$14.99/\$18.99 Can.
978-0-375-42839-5	The Best 373 Colleges, 2012 Edition	\$22.99/\$25.99 Can.
978-0-375-76617-6	The Road to College	\$13.95/\$17.95 Can.

For all of The Princeton Review's College Planning and Admissions Guides, please refer to the complete title list in the back of this catalog.



**ON SALE 11/1/2011**  
**PRINCETON REVIEW**  
**TRADE PAPERBACK**

**978-0-375-42742-8**  
**\$19.99/\$22.99 Can.**

**BISAC Cat:** Study Aids - Tests  
**Order Form Cat:** TEST PREP  
**Page Count:** 400  
**Trim Size:** 8-3/8 x 10-7/8  
**Load Group:** 0202  
**Series:** Professional Test Prep  
**Subseries:** MEDL  
**Prod Type:** Princeton Review TRD

## Marketing and Publicity

**Publicist:** Jeanne Krier

**Marketing Contact:** Jenny Wikoff

- Publicity outreach to medical media
- Google search advertising campaign
- Feature in What's the Score bookseller e-newsletter
- Targeted online promotion

## A brand new test prep guide to help students prepare for the nursing school entrance exams.



Nursing is one of the fastest growing professions in America, and in *Cracking the Nursing School Entrance Exams*, the experts at The Princeton Review help applicants succeed on the standardized exams that are part of the competitive nursing school application process. Depending upon the program to which they apply, applicants to nursing schools are required to take a variety of tests for admission, most of which focus on similar skills. *Cracking the Nursing School Entrance Exams* helps students prep for the NET (Nurse Entrance Test), the TEAS® (Test of Academic Skills), the NLN (National League for Nursing) RN Pre-Admissions Exam, and the other similar tests administered throughout the United States.

## Key Points/Quotes

- **GROWING FIELD:** The Bureau of Labor Statistics projects a 22.2% increase in the number of registered nurses between 2008 and 2018.
- **NURSING SCHOOL ENROLLMENT UP:** According to the American Association of Colleges of Nursing, enrollment in entry-level nursing programs grew 3.5% between 2008 and 2009.
- **SCHOOL ADMISSIONS ARE TOUGH:** The *New York Times* reports that nursing schools reject 40% of capable applicants.
- **COMPREHENSIVE CONTENT REVIEW:** In addition to proven techniques and test-taking strategies, *Cracking the Nursing School Entrance Exams* also includes a thorough review of the content covered on the exams.
- **SPECIFIC DIRECTION FOR SPECIFIC EXAMS:** *Cracking the Nursing School Entrance Exams* provides detailed guidance for students taking specific tests, including an individual study plan and outline for each exam.

## About the Author/Illustrator

The experts at The Princeton Review have been helping students, parents, and educators achieve the best results at every stage of the education process since 1981. With years of experience perfecting proven strategies and ongoing research and development to match and respond to today's educational climate, The Princeton Review has helped millions succeed on standardized tests. They also provide expert advice and instruction to help parents, teachers, students, and schools navigate the complexities of school admissions. They offer classroom courses in 41 states and 21 countries, online and school-based courses, and one-to-one and small group tutoring. Princeton Review test preparation books and guides help students prepare for standardized exams, and advise both students and parents on college and graduate school admissions, paying for college, navigating the college experience, career planning, and other related topics.

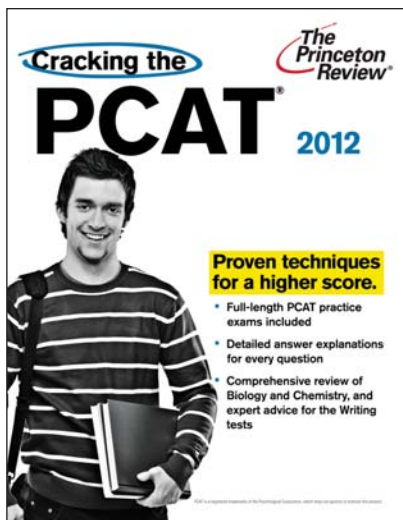
## Rights

**Territories:** World  
**Audio:** No  
**British:** Yes  
**Restriction:** World

**Return indicator:** Full copies only  
**Book Club:** Yes  
**Translation:** Yes  
**Agency:**

**Reprint:** Yes  
**1st Serial:** Yes  
**Special Markets:**  
**Agent:**

Comp Titles	ISBN	On sale	Publisher	Price
Cracking Nclex-Rn W/Cd, 8th/Princeton Review/TR	978-0-375-76542-1	02/2007	Princeton Review	\$34.95/\$44.00 Can.
Kaplan Nursing School Entrance Exam	9781419552854	12/2008	Kaplan	\$20.00
Barron's Nursing School Entrance Exams	9780764136979	09/2007	Barron's	\$18.99



**ON SALE 11/29/2011**  
**PRINCETON REVIEW**  
**TRADE PAPERBACK**

**978-0-375-42743-5**  
**\$29.99/\$34.00 Can.**

**BISAC Cat:** Study Aids - Professional  
**Order Form Cat:** TEST PREP  
**Page Count:** 820  
**Trim Size:** 8-3/8 x 10-7/8  
**Load Group:** 0206  
**Series:** Professional Test Prep  
**Subseries:** GENE  
**Prod Type:** Princeton Review Trd

## Marketing and Publicity

**Publicist:** Jeanne Krier  
**Marketing Contact:** Jenny Wikoff

- Feature in What's the Score bookseller e-newsletter
- Targeted online promotion

## A brand new test prep guide for the PCAT (Pharmacy College Admission Test).

Most people apply to pharmacy school after completing a number of years of undergraduate study, and all prospective pharmacists must take the PCAT to obtain admission to a pharmacy college. The PCAT tests both general aptitude and specific science topics, and includes multiple choice questions as well as writing sections. Beginning in July 2011, the PCAT will be given via computer, and *Cracking the PCAT* will help students adjust to the new test format.



## Key Points/Quotes

- **INCREASING DEMAND FOR PHARMACISTS:** The Bureau of Labor Statistics projects a 17% increase in the employment of pharmacists between 2008 and 2018.
- **INCREASING ENROLLMENT IN PHARMACY SCHOOL:** According to the American Association of Colleges of Pharmacy, enrollment has gone up every year for the past 9 years.
- **DETAILED ANSWER EXPLANATIONS TO INCREASE MASTERY:** *Cracking the PCAT* includes a detailed explanation for each practice question.
- **COMPREHENSIVE CONTENT REVIEW:** In addition to proven techniques and test-taking strategies, *Cracking the PCAT* also includes a thorough review of the content covered on the test.

## About the Author/Illustrator

The experts at The Princeton Review have been helping students, parents, and educators achieve the best results at every stage of the education process since 1981. With years of experience perfecting proven strategies and ongoing research and development to match and respond to today's educational climate, The Princeton Review has helped millions succeed on standardized tests. They also provide expert advice and instruction to help parents, teachers, students, and schools navigate the complexities of school admissions. They offer classroom courses in 41 states and 21 countries, online and school-based courses, and one-to-one and small group tutoring. Princeton Review test preparation books and guides help students prepare for standardized exams, and advise both students and parents on college and graduate school admissions, paying for college, navigating the college experience, career planning, and other related topics.

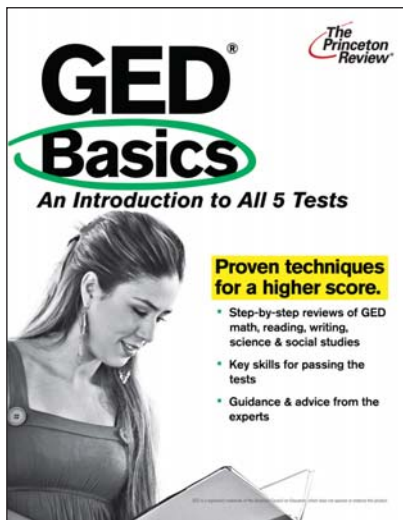
## Rights

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**Audio:** No  
**British:** Yes  
**Restriction:** World

**Return indicator:** Returnable stripped  
 Cover  
**Book Club:** Yes  
**Translation:** Yes  
**Agency:**

**Reprint:** Yes  
**1st Serial:** Yes  
**Special Markets:**  
**Agent:**

Comp Titles	ISBN	On sale	Publisher	Price
Kaplan PCAT, 2010-2011 Edition	9781419553226	06/2009	Kaplan	\$45.00
Barron's PCAT	9780764140570	08/2008	Barron's	\$18.99
McGraw-Hill's PCAT	9780071600453	12/2008	McGraw-Hill	\$32.95



**A brand new test prep guide for students who aren't quite ready to dive into full GED preparation, but need general practice and instruction in the basic GED subjects.**



The GED (General Educational Development) Tests provide hundreds of thousands of people each year with the opportunity to earn the equivalent of a high school diploma. The GED includes tests in five areas—math, reading, writing, science, and social studies. Many students who would like to take the exam are not ready to jump into studying specific exam content; instead, they need additional foundational subject review in advance. *GED Basics: An Introduction to All 5 Tests* provides a detailed introduction to the GED subject areas and enables students to begin the GED preparation process.

**ON SALE 12/13/2011**  
**PRINCETON REVIEW**  
**TRADE PAPERBACK**

**978-0-375-42836-4**  
**\$17.99/\$19.99 Can.**

**BISAC Cat:** Study Aids - GED  
**Order Form Cat:** TEST PREP  
**Page Count:** 544  
**Trim Size:** 8-3/8 x 10-7/8  
**Load Group:** 0203  
**Series:** College Test Prep  
**Subseries:** GEDX  
**Prod Type:** Princeton Review Trd

## Marketing and Publicity

**Publicist:** Jeanne Krier  
**Marketing Contact:** Jenny Wikoff

- Feature in GED online advertising campaign
- Feature in What's the Score bookseller e-newsletter

## Key Points/Quotes

- **HIGH DEMAND FOR THE GED:** According to the American Council on Education, over 788,000 people throughout the world took at least a part of the GED in 2009.
- **40% OF TEST-TAKERS FAIL THE COMPLETE GED:** The American Council on Education also reports that of those 788,000 people, only 472,000 passed all five tests. This signals a need for more in-depth, more comprehensive GED review.
- **FOCUS ON CONTENT:** *GED Basics* is the ideal companion to Princeton Review's *Cracking the GED*. While *Cracking the GED* is tailored to students who are close to ready for the GED and are prepared to move on to honing test-taking techniques, *GED Basics* focuses on content for students who need additional, more basic review before taking their GED prep further.

## About the Author/Illustrator

The experts at The Princeton Review have been helping students, parents, and educators achieve the best results at every stage of the education process since 1981. With years of experience perfecting proven strategies and ongoing research and development to match and respond to today's educational climate, The Princeton Review has helped millions succeed on standardized tests. They also provide expert advice and instruction to help parents, teachers, students, and schools navigate the complexities of school admissions. They offer classroom courses in 41 states and 21 countries, online and school-based courses, and one-to-one and small group tutoring. Princeton Review test preparation books and guides help students prepare for standardized exams, and advise both students and parents on college and graduate school admissions, paying for college, navigating the college experience, career planning, and other related topics.

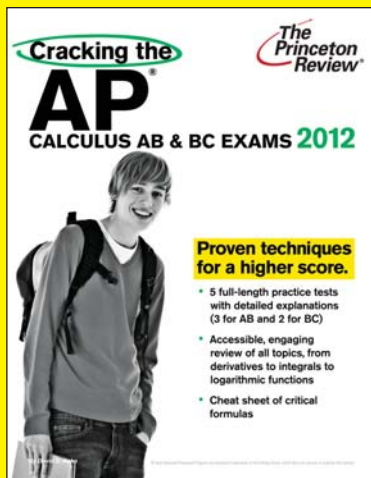
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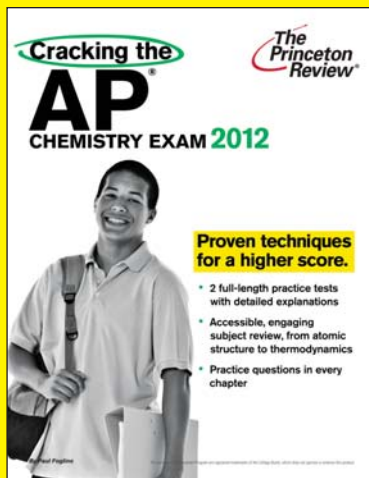
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**Book Club:** Yes  
**Translation:** Yes  
**Agency:**

**Reprint:** Yes  
**1st Serial:** Yes  
**Special Markets:**  
**Agent:**

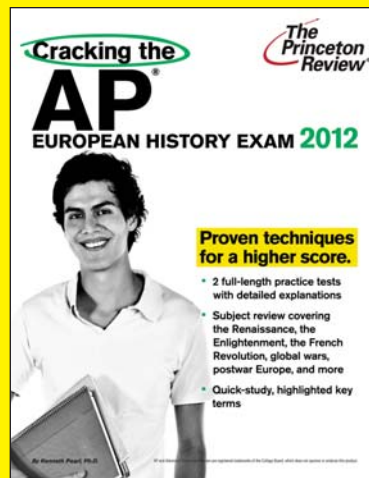
Comp Titles	ISBN	On sale	Publisher	Price
Cracking The Ged 2011/Princeton Review/TR	978-0-375-42994-1	07/2010	Princeton Review	\$23.00/\$25.95 Can.
5 Ged Practice Tests/Princeton Review/TR	978-0-375-42956-9	09/2009	Princeton Review	\$22.00/\$26.95 Can.
McGraw-Hill's Pre-GED	9780071428149	06/2003	McGraw-Hill	\$19.95



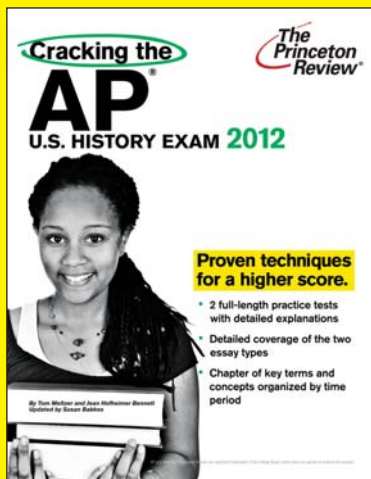
**Cracking the AP Calculus AB & BC Exams, 2012 Edition**  
 On Sale: 8/2/2011  
 ISBN/EAN: 978-0-375-42720-6  
 \$19.99/\$22.99 Can.  
 Trade Paperback  
 8-3/8 x 10-7/8 • 896 pp  
 Prev. Ed.: 978-0-375-42988-0



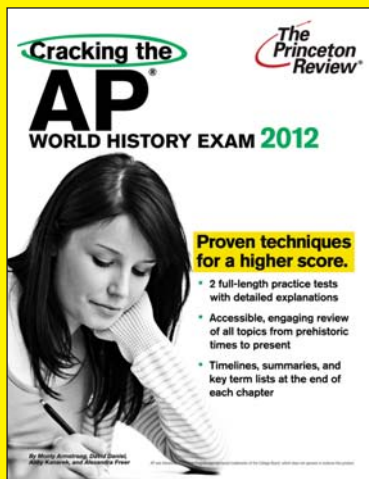
**Cracking the AP Chemistry Exam, 2012 Edition**  
 On Sale: 8/2/2011  
 ISBN/EAN: 978-0-375-42721-3  
 \$18.99/\$20.99 Can.  
 Trade Paperback  
 8-3/8 x 10-7/8 • 464 pp  
 Prev. Ed.: 978-0-375-42989-7



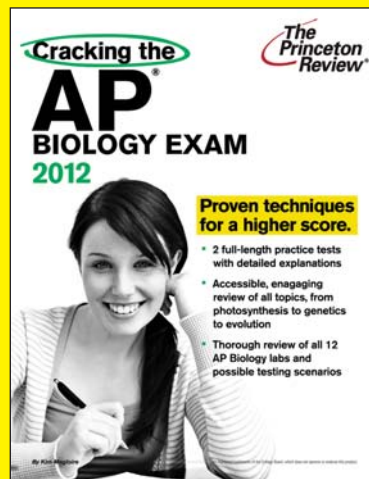
**Cracking the AP European History Exam, 2012 Edition**  
 On Sale: 8/2/2011  
 ISBN/EAN: 978-0-375-42722-0  
 \$18.99/\$20.99 Can.  
 Trade Paperback  
 8-3/8 x 10-7/8 • 464 pp  
 Prev. Ed.: 978-0-375-42990-3



**Cracking the AP U.S. History Exam, 2012 Edition**  
 On Sale: 8/2/2011  
 ISBN/EAN: 978-0-375-42723-7  
 \$18.99/\$20.99 Can.  
 Trade Paperback  
 8-3/8 x 10-7/8 • 432 pp  
 Prev. Ed.: 978-0-375-42991-0

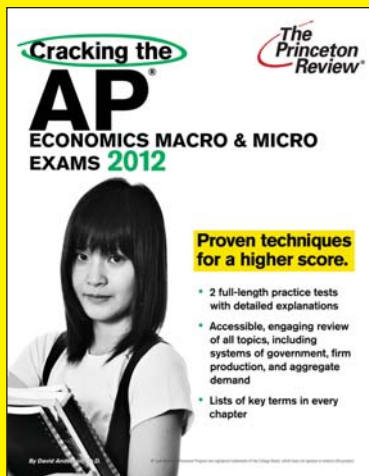


**Cracking the AP World History Exam, 2012 Edition**  
 On Sale: 8/2/2011  
 ISBN/EAN: 978-0-375-42724-4  
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 Trade Paperback  
 8-3/8 x 10-7/8 • 400 pp  
 Prev. Ed.: 978-0-375-42995-8

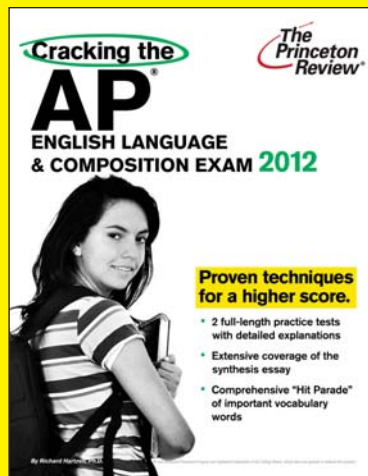


**Cracking the AP Biology Exam, 2012 Edition**  
 On Sale: 9/6/2011  
 ISBN/EAN: 978-0-375-42725-1  
 \$18.99/\$20.99 Can.  
 Trade Paperback  
 8-3/8 x 10-7/8 • 384 pp  
 Prev. Ed.: 978-0-375-42996-5

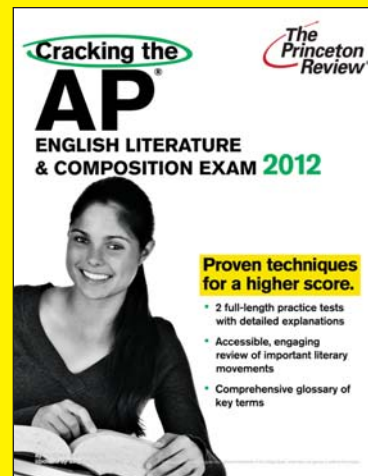
Contact your sales representative to learn more about the redesign rollout.



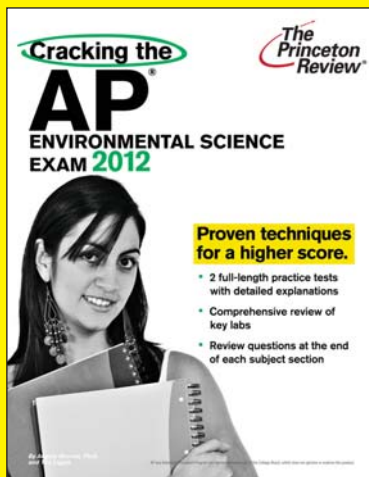
**Cracking the AP Economics Macro & Micro Exams, 2012 Edition**  
 On Sale: 9/6/2011  
 ISBN/EAN: 978-0-375-42726-8  
 \$18.00/\$20.00 Can.  
 Trade Paperback  
 8-3/8 x 10-7/8 • 272 pp  
 Prev. Ed.: 978-0-375-42997-2



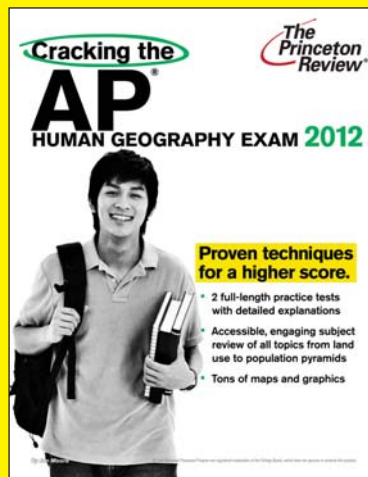
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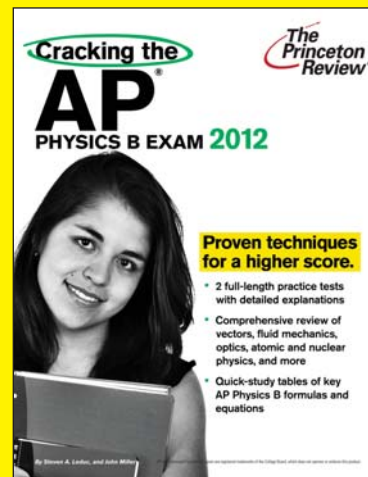
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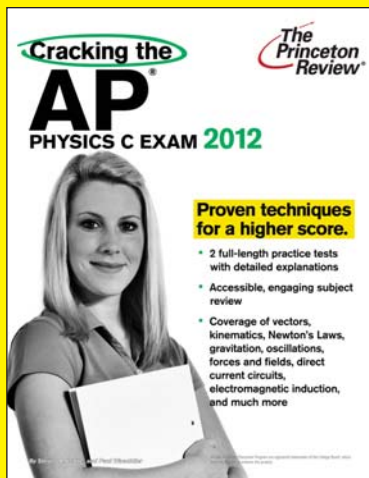


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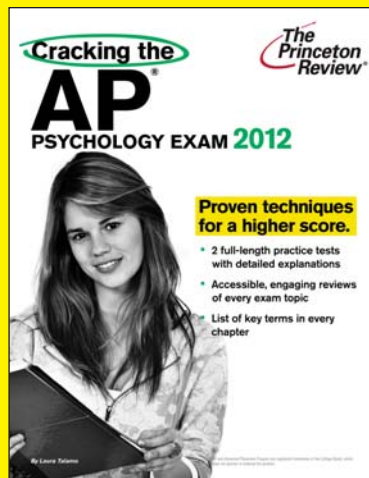


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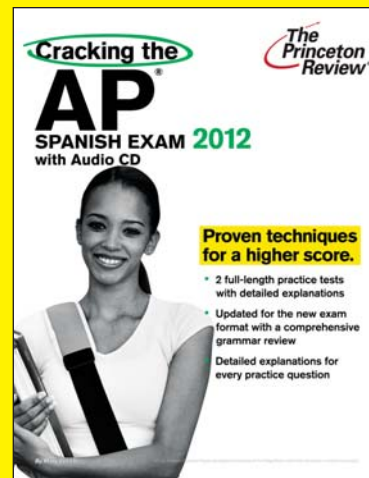
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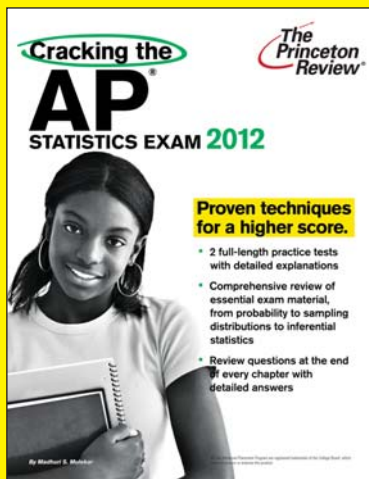
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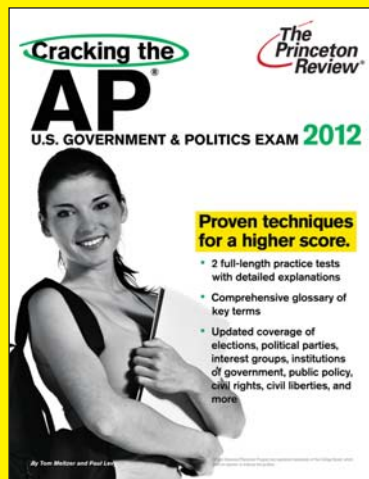
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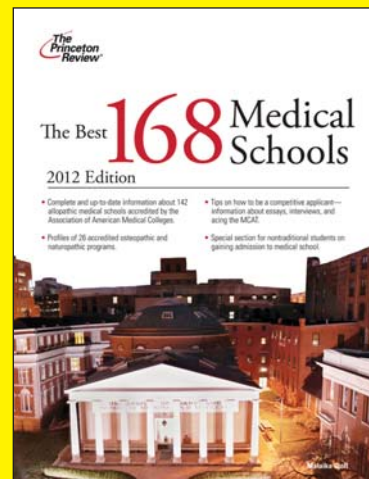
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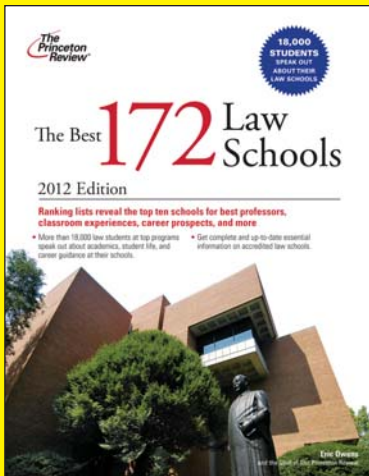


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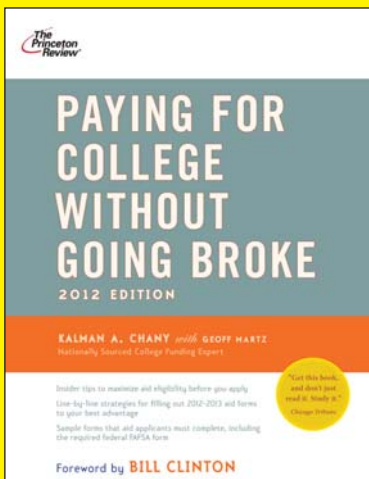
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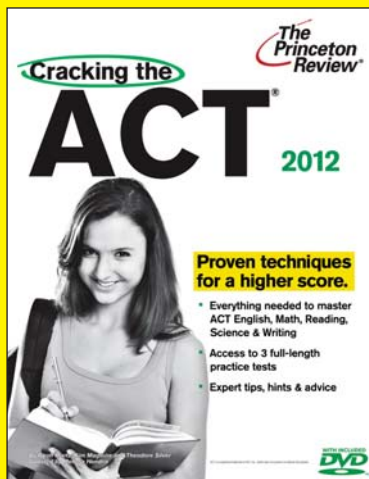
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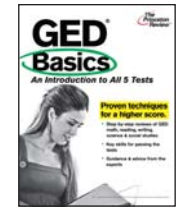
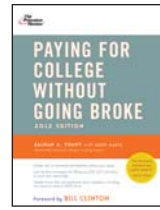
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